

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/MMP
APPROVED BY EB/IFD/BP:HARVEY J. WINTER
STATE/OBP/SBRATTAIN
COMMERCE/PTO/DALLEN

-----033667 151552Z /65

R 142206Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY GUATEMALA

UNCLAS STATE 096635

E.O. 11652: N/A

TAGS:EIND, GT

SUBJECT: TRADEMARK APPLICATION FOR CORN CHIPS

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "(BEAN)" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON
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PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM CORN CHIPS RECENTLY FILED IN GUATEMALA.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. 989930 FILED FEBRUARY 28, 1978 BY PRODUCTOS ALIMENTICIOS

DIANA S.A. TO REGISTER CORN CHIPS IN CLASS 30 FOR CERTAIN
FOOD PRODUCTS ON GROUNDS TERM IS GENERIC AND NOT PROPERLY
REGISTRABLE AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD
EXPIRES MAY 8, 1978. REPORT ON RESULTS REQUESTED. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, TRADEMARK APPLICATIONS, FOODS
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Draft Date: 14 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: OIFI:FBP:JMLIGHTMAN/MMP
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Expiration:
Film Number: D780162-0835
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780454/aaaabtma.tel
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Litigation Codes:
Litigation History:
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Message ID: 029101b0-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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SAS ID: 2959996
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Subject: TRADEMARK APPLICATION FOR CORN CHIPS
TAGS: EIND, GT, US
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